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Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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PUBLIC LIBRARY JAN 3 1927

Reo Produces 'Flying Cloud' in Five Styles

MOTOR INDUSTRY SHOWED RECORD OUTPUT IN 1926

With 23,500,000 Cars And Trucks in Use in U. S., More Needed

Special from A. D. N. Washington Bureau

WASHINGTON, Jan. 4.—With a record production of motor vehicles in the United States in 1926, Department of Commerce officials estimated that the country went into the new year with approximately 23,500,000 automobiles and trucks in use.

Details of a remarkable twelve months for the automotive industry were listed by the department as follows:—

1. Production of passenger cars 3,957,000; trucks 507,000.
2. Export of passenger cars 236,360, valued at $155,000,000; trucks, 68,640, valued at $46,000,000.
3. Official registration of all classes of motor vehicles January 1, 1926, 19,999,436.
4. Estimated gain in cars ac-

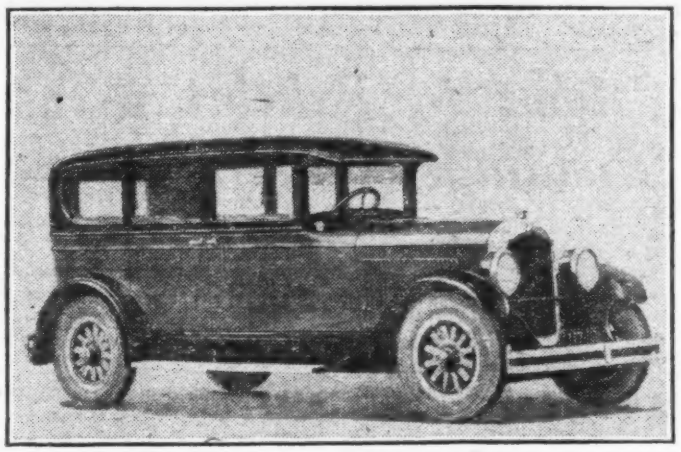
(Continued on Page Eight)

Prices Reduced On Whippet Cars

Toledo, Jan. 4.—Prices on the Whippet have been reduced by the Willys-Overland, Inc., and are now as follows:—

Chassis	$445
Touring	625
Coach	625
Coupe	625
Roadster	695
Sedan	725
Landau	755

"FLYING CLOUD" REO SEDAN for five passengers, to be seen the show, is completely equipped with chromium-plated radiator, bumpers, tilting windshield and special handgrips facilitating entrance of passengers to the car.



Kissel Adds Straight 8 On 125-Inch Wheel Base In Eleven Body Styles

HARTFORD, WIS., Jan. 4.—The popular straight eight on a 125-inch wheelbase, is being added to the line of the Kissel Motor Car Company.

The new eight is manufactured in eleven body styles, ranging from $1,895 to $2,495. Series 6-55 and 8-75 are being continued in eleven to fourteen models, respectively, without mechanical changes other than those announced on August 1.

Following are the prices of Kissel cars:—

		6-55	8-65	8-75
Two-door brough ..	(5)	$1695	$1895	$2195
Two-door brou spec	(5)	1795	1995	2295
Four-door brou sed	(5)	1895	2095	2395
All-yr. coupe roadst	(4)	1895	2095	2395
All-year brougham.	(5)	2295	2495	2795
Speedster	(4)	1895	2095	2395
Phaeton	(5)	1685	1885	2185
Four-door br sed sp	(5)	2095	2295	2595
New 7-pass. sedan.	(7)	2295	2495	2795
Seven-pass touring.	(7)	1785	1985	2285
Tourster	(4)	1895	2095	2395
De Luxe brougham sedan.....				$2,995
De Luxe 7-passenger sedan....				3,495
De Luxe Berline sedan.....				3,595

The Popular Straight Eight 8-65 engine is 2⅞x4¾, with 247 cubic inch displacement, top speed of 75 miles an hour. The engine, like all connecting points on chassis and springs, is cushioned in rubber, the same as on the other two Kissel cars. Full details of the 8-65 are to be given out shortly.

Parallel lines of body styles are delivered on all three chassis except the three de luxe types, made only on the 8-75, on a special 139-inch wheelbase. The new seven-passenger sedan has 132-inch wheelbase on the 6-55 and 139 inches on the 8-75. Among the bodies listed above, the all-year brougham and new seven-passenger sedan are late additions to the line. The all-year brougham is designed to serve as a snug-fitting five-passenger brougham in winter and as an open touring car in the summer, the change requiring but fifteen seconds.

The all-year brougham has 32-inch doors and tight-fitting windows, that may be lowered flush with the sills and the center posts folded down when the brougham is to be transformed into a touring

(Continued on Page 4)

DETROIT CONSTRUCTION

Detroit, Jan. 4.—Construction projects for which permits were taken out in Detroit during the week carried cost estimates aggregating $692,025, compared with $2,656,034 preceding week and $3,363,390 a year ago.

Sedan to Sell Around $1,800; Bodies All Steel

Special from A. D. N. Detroit Bureau

LANSING, Jan. 4.—The Flying Cloud, named after the famous American clipper ship of seventy-five years ago, has just been announced by the Reo Motor Car Company in a line of five all-steel body types.

Built on a 121-inch wheelbase, it has a six-cylinder engine developing 65 horsepower, single-disr clutch, standard transmission, semi-floating rear axle, Elliott-type front axle, new-type Lockheed four-wheel brakes and hydraulic shock absorbers.

R. H. Scott, President

The refinements incorporated in the Flying Cloud include thermostatic water circulation control, automatic governing of generator to prevent overcharging of battery, rubber motor suspension and a new model oil filter.

While prices have not been announced yet, it is understood that the sedan will sell for about $1,800, with other body prices to correspond.

The Flying Cloud is capable of 65 miles per hour and has good pick-up and acceleration. There is ample power, considerably more than in the previous Reo line. Long wear is indicated by the condition of parts after a run of 100,000

(Continued on Page Eight)

Walker New Sales Manager For Franklin Co.

TACOMA, WASH., Jan. 4.—After eleven months as Tacoma dealer for Dodge Brothers automobiles and Graham Brothers trucks, Fred B. Walker has left for Syracuse, N. Y., where he will serve as general sales manager of the Franklin Automobile Company.

Mr. Walker has had wide experience in the automotive industry. Prior to coming here he was assistant general sales manager at the Dodge Brothers factory in Detroit. On December 16, just eleven months from the day he began to operate here as Fred B. Walker, Inc., he turned over his business to A. H. McConnell, former Dodge dealer at Boone, Ia.

CANADIAN FORD OUTPUT TO BE GREATER IN 1927

Detroit, Jan. 4.—Ford production in Canada during 1927 will greatly exceed that of 1926, according to Wallace R. Campbell, general manager and treasurer of the Ford Motor Company of Canada, following his return from a lengthy tour of all Canadian provinces during which he studied conditions of each systematically. The motor head was particularly enthusiastic of prospects in the maritime provinces and the Canadian West.

U. S. GAS GOES UP

Chicago, Jan. 4.—United States motor gasoline is quoted at 9 to 9½ cents a gallon in the Chicago refinery market, up ⅛ cent on top price.

NOTICE

New York, Jan. 4.—The Automotive Daily News is holding for publication in its special automobile show issues next week descriptions of new models of cars to be announced by a number of manufacturers. These descriptions include Chandler, Franklin, Moon, Rickenbacker and Stearns-Knight.

Persian Motif Chosen for Chicago Show Art Setting

Chicago, Jan. 4.—Elaborate decorations, Persian in motif, will embellish the Coliseum during the national automobile show here from January 29 to February 5.

S. A. Miles

It is reported that the passenger car show committee of the National Automobile Chamber of Commerce and General Manager Samuel A. Miles, together with Samuel Asch, the scenic artist, studied the histories of several countries as to the origin of transportation, and found that Persia had not only early adopted it in war pursuits, but for use in domestic and agricultural life.

The court of King Darius will be the theme of this year's setting. Massive portraits will hide the walls at either end of the big Coliseum.

Fifteen thousand yards of material will cover the ceiling, and the balconies will be reconstructed and ornamented to harmonize with the general scheme.

Thirty-nine exhibitors will show approximately 300 complete passenger cars. Nine makers of commercial vehicles will display light trucks, while 41 exhibitors have been assigned space in the shop equipment section and more than 150 makers of parts and accessories are listed for exhibits.

Annual Marmon Sales Convention Draws 700

Indianapolis, Jan. 4.—Seven hundred representatives of the Marmon Motor Car Company's sales organization representing all parts of the world, attended the annual convention here today, which was featured by the formal presentation of the Little Marmon to the public.

G. M. Williams

The first day of the convention, which is of two days' duration, terminated with a banquet at the Claypool, attended by Gov. Ed Jackson, prominent men in various walks of life and the officialdom of the Marmon company. Capt. Irving O'Hay of New York, internationally known as a soldier of fortune and humorist, spoke.

Crowds of out of town automobile business men witnessed the display of the Little Marmons at the Murat Theater in the morning and in the afternoon at the Clay-

(Continued on Page 7)

SPARKS from DETROIT

By

Motors and Music
* * *
Ford Rumors
* * *
Michigan Production
* * *
Detroit Show

Walter Boynton—Detroit Editor

THERE is a constant struggle between the rumor mongers and a certain well known manufacturer of four-cylinder cars. The mongers insist that he is going to build a six-cylinder car, largely because they think that he ought to, for reasons unknown. The manufacturer insists that he isn't going to do anything of the kind. Both he and his son, Edsel—there! now, I'm afraid you know who it is—are on record that no six will be built by their organization. Mr. Ford (what's the use?) told the Associated Press a good one. "You know," he said, "we did build a six twenty years ago. We made a thousand of them. Two of them now are in our museum." Sic transit gloria sixi.

* * *

JOHN L. LOVETT, whose position as general manager of the Michigan Manufacturers' Association makes him speak with authority on such matters, says that Michigan factories have had the greatest producing year in their history. He puts the figure at $4,000,000,000.

Michigan factories had pay-rolls totaling $1,609,200,000, the money being paid to 900,000 men and women workers. Detroit and Wayne county, the heart of the world's automotive industry, produced approximately $2,800,000,000 worth of goods.

Workers were well paid, and are prosperous. The wage rate in Michigan is higher than that in any other state. Survey by the Department of Labor and Industry (that seems like an invidious distinction, somehow) at Lansing, shows the average daily wage in Michigan to be $5.96. In some industries, it ranges as high as $12 daily.

Mr. Lovett sounds a note of optimism, like this:—

"The year 1927 should be just as prosperous as 1926. There is nothing on the industrial horizon that indicates there should be any slackening of the great production and sales records which have been made by the industries of the state. There is plenty of money in the banks and the capital necessary for business is abundant."

* * *

There was quite a flavor of automobiles and romance in the premiere of the Leon Errol show, "Yours Truly," the result of Gene Buck's writing. The backer of the enterprise is Walter Briggs, who supplies the automotive background; the romance lies in his old friendship for Gene Buck. The two men were west side Detroiters in the days before the automobile was thought of, and before Detroit was thought of at all as anything but a rather pretty city of homes, giving casual attention to making stoves and pharmaceuticals, and blessed with quite an attractive island park, and with a baseball team.

The ways of the two men separated, about as widely as ways can part. Gene Buck went into the theatrical profession, went East, became a song writer and later joined the forces of Mr. Ziegfeld. Mr. Briggs went into the automotive business and became one of its prominent figures, making, among other things, bodies for Mr. Ford's somewhat well known product. The old friendship persisted, and now the two men are together again. The dress rehearsals were largely attended by friends of both, many of them, because they stayed in Detroit, connected in some way or other with the automobile business.

* * *

It seems impossible, somehow, to get away from the Ford car. I dictated a letter yesterday, in which I mentioned the fact that Alfred Dunk had owned "one hundred four" cars since he had started to drive. And the stenographer brought in the letter reading that he had owned "one hundred Ford cars" since he had started to drive. I thought that Mr. Dunk had established a pretty fair record for car ownership, but the stenographic version of it beat my idea all hollow.

* * *

Airplanes are being built at a price that brings them within the reach of a constantly growing number of buyers. A three-place plane, with an OX-5 motor, retails for $2,250 and a five-placer, with Hisso motor, for $2,900. Compared with the prices charged for the early automobile, these are bargains indeed.

* * *

CARS to be shown at the Detroit Automobile Show are Buick, Cadillac, Chrysler, Chevrolet, Dodge, Essex, Flint, Ford, Franklin, Hudson, Hupmobile, Jewett, Jordan, Kissel, Lincoln, Locomobile, Marmon, Nash, Oakland, Oldsmobile, Overland, Packard, Paige, Peerless, Pierce-Arrow, Pontiac, Reo, Rickenbacker, Star, Stearns-Knight, Studebaker, Stutz and Willys-Knight. Commercial cars include Autocar, Chevrolet, Dodge, Federal, Ford, Gotfredson, Graham Brothers, Kelly, Pierce-Arrow, Pontiac, Reo, Ruggles and Standard.

Missouri Seeks New Traffic Code

Kansas City, Jan. 4.—An effort will be made to obtain the passage of a new motor traffic code in Missouri at the state Legislature session in Jefferson City this month. Announcement of the plan was made by Cornelius Roach, former secretary of state and author of the present traffic code.

Mr. Roach, who now is president of a large bank here, is chairman of a sub-committee of the Missouri Association for Street and Highway Safety, named to draft the new code to be presented to the Legislature.

The new code, Mr. Roach said, is being drafted along the lines of national highway regulations. This is being done to make it possible for tourists to travel through the state in safety without violating traffic regulations. Many drastic changes in the present law will be recommended by the sub-committee, but details are withheld pending approval by the legislative committee.

Hoover Discusses the Outlook for New Year

WASHINGTON, Jan. 4.—New and unknown currents will enter in the new year, so there can be no assured economic prophecy, says Herbert Hoover, secretary of commerce, in giving an opinion on the economic prospects for 1927.

Such an opinion, he says, can only be based on the economic currents already born of the old year.

Herbert Hoover

In the aggregate, each industry appears to show substantial profits except the textile and some parts of the coal industry. While there has been a slackening in production and demand for several staple lines during the last few weeks, we are entering the new year with no consequential overstock of manufactured goods.

With the largest volume of construction during the last year ever known, Mr. Hoover declares, there may prove to be some building in advance of immediate needs, but slackening in this direction may be partially compensated by the assurance of a larger amount of public construction during the next year. Savings of the country have shown a steady increase, and there is ample cheap capital available.

For agriculture the lag in recovery has continued and has been accentuated by distressing crop failures in some localities. The secretary points to cotton and some fruit crops beyond world demand which have occasioned prices below the cost of production of large areas of those commodities with a consequent lowered buying power in some agricultural sections.

Taking the foreign field as a whole, Mr. Hoover says it shows continued progress toward balance of budgets, reduction of floating debt, greater stability in currency, and somewhat diminished unemployment. The most important exception has been the results of the British coal strike, which left the world poorer by its interruption of the progress of that country, but this, happily, is now over. Russia shows some economic improvement. China, due to international trade relations, still continues below normal. Each year sees progress in European political relations with fear less and less a dominating factor.

Combining all foreign and domestic tendencies with which we enter the new year, Mr. Hoover says, while some of them are not so good as we could wish, others are most hopeful. To those who are interested in movement of the business cycle, it is worth remarking that we have had no inflation in commodities, as prices have decreased rather than increased during the year. Moreover, the secretary concludes, the elasticity of credit through the Federal Reserve system, the absence of undue stocks of commodities, the greatly enlarged information services of the country and wider understanding, are all protections against violent movements such as were experienced in former times.

Selden to Exhibit 3-Ton 'Roadmaster' at N. Y. Show

Rochester, N. Y., Jan. 4.—The Selden Truck Corporation will exhibit at the New York show a new three-ton Roadmaster truck, of a 148-inch wheelbase, the short chassis being designed especially for dump work, where it is necessary to maneuver in close quarters, but can be obtained also with a 165-inch chassis, providing eleven-foot loading space back of the cab, and with a 180-inch chassis with fourteen-foot loading space. The Roadmaster is built to carry a capacity load from forty-five to fifty miles an hour.

The motor is a six-cylinder 6B Continental, 3¾x5, developing seventy-two horsepower. The clutch and four-speed transmission are Brown-Lipe, while the steering gear is of the Ross cam and lever type. The rear axle is a Clark heavy-duty, bevel drive, the largest built in America. Differential and axle shafts are mounted on Timken tapered roller bearings. Brakes are fully inclosed, with brake-shoes self-centering in the drums.

The chassis is equipped with electric starting and lighting, motometer, speedometer, mirror and windshield wiper. As extra equipment a fully-inclosed cab is provided, with stretcher level steel sides and back, spring cushions and back, sashless windows and crank type window regulators like those on passenger cars.

The Selden corporation will exhibit also its six-cylinder 55½-horsepower "Pacemaker" 2-ton model, on a 142-inch wheelbase, with 9-foot loading space, which may be obtained also in 160-inch wheelbase with 12-foot loading space behind the cab. It is fitted with a Clark bevel gear axle, Brown-Lipe clutch and transmission, Ross cam and lever steering gear, Timken bearings and Bosch ignition. The 20-inch steel wheels carry 32 by 6-inch pneumatic tires.

The chassis is equipped with front and rear fenders, full-length running boards and splash aprons, electric starter and lighting system, speedometer, motometer, mirror and windshield wiper. As extra equipment it may be fitted with platform and rack body, with inclosed cab having deep, comfortable spring cushion and back. The "Pacemaker" has a speed up to 50 miles an hour.

SIX BRAKE SYSTEM TO BE FEATURED AT SHOW

Detroit, Jan. 4.—The six-brake system recently adopted as standard by the Lincoln Motor Car Company will be featured at the National Automobile Show in New York.

It comprises two independent systems having a total of 604 square inches of braking surface. The service brakes, operated by the foot pedal, on all four wheels, are of the internal self-energizing type, fully inclosed and protected. The hand brake acts independently of this system. This brake contracts the outer brake bands, giving pressure against the outside of the rear drums, and at the same time operates the rear wheel internal brakes by expansion.

GENERAL TIRE & RUBBER TOTAL ASSETS $8,652,069

New York, Jan. 4.—The statement of the General Tire and Rubber Company as of November 30, 1926, shows total assets of $8,652,069 and profit and loss surplus, $3,391,852.

Balance sheet as of November 30, 1926, follows:—

Assets: Cash $566,666; notes and accounts receivable $3,675,170; inventory $2,971,112; investments $11,405; real estate, equipment, etc., $1,398,259; patents $1; deferred charges $29,456; total $8,652,069.

Liabilities: Notes and accounts payable $1,951,676; reserves for insurance and taxes $241,716; preferred stock $1,042,400; common stock $2,024,425; surplus $3,391,852; total $8,652,069.

J. A. CLARK NOW WITH NEW YORK STEARNS CO.

New York, Jan. 4.—J. A. Clark, for seventeen years with the Peerless organization in New York in the capacities of sales manager and general manager, has joined the staff of the New York Stearns Company, Inc., at 1900 Broadway, as general sales manager. Mr. Clark is one of the veterans of Automobile Row, and his many friends will wish him well in his new venture.

Seiberling Sees 1927 as Fair for Tire Industry

Akron, Jan. 4.—"With the basic commodities—rubber and cotton—stabilized, there is every reason to believe that 1927 will at least result in a year of average profit," said F. A. Seiberling, president of Seiberling Rubber Company.

"Leading companies cut prices on tires in July, 1926, at the beginning of the peak selling season, which has resulted in closing the year with low profits. On top of this the rubber companies were forced to write off huge inventory losses, due to the depreciation of crude rubber.

"It is reasonable to expect that the output of the automobile industry will approximate 4,000,000 cars; that the registration in 1927 will reach 25,000,000 cars; that the tire production will approximate 70,000,000 casings, and that the Akron district will obtain fully its share of this output.

"Labor is likely to have full time employment, with the cost of living tending downward.

"Installment buying has been overdone. It should and doubtless will be checked to the point where it will be sound and healthful."

COST SALE NETS QUICK RESULTS

Distributor in Seattle Clears Floors for New Models

Seattle, Wash., Jan. 4.—Excellent results were obtained by the Nute Motor Company, Hudson-Essex distributor here, during the "at actual cost" sale of new motor cars, the first in the history of the industry in the Northwest.

"We sold forty-six cars from Monday until Wednesday evening of the week following Christmas, the first week of our sale," said J. F. McRee, manager. "The sale exceeded our fondest hopes. We see no sound reason against this innovation, as we simply are applying merchandising methods that other mercantile lines, well established, have long practiced.

"The application to new car sales may be new, but not new in merchandising. We hold that the same rule applies in our business as in others and that a cost sale at this season of the year, just prior to new models coming in, is right. The forty-six cars sold the first few days were all sold from the floor of our Pike Street establishment, at retail. This sale follows our best sales year in King county, during which the Hudson-Essex sales exceeded all other makes, except, of course, Ford and Chevrolet."

Nash Service School Conducted at Kenosha Has Good Attendance

Kenosha, Wis., Jan. 4.—A district service school, bringing to Kenosha members of Nash sales organization from Racine, Burlington, Waukegan, Libertyville, Elkhorn and other points in the Greiner-Nash distributing territory, was just concluded here. The meetings were under the general supervision of L. L. Virgil, factory service manager, and W. F. Penrose, factory district service representative, in active charge in Kenosha.

C. W. Nash, president of the company, opened the meeting here.

"There is, in my opinion, no branch of the entire automobile business of more importance than service," he said. "I feel that, taken as a whole, service rendered owners by Nash dealers throughout the country has been perhaps above the average. But neither we at the factory nor the dealers themselves are entirely satisfied. Perhaps we never will be. But that is the reason these 'schools' are conducted."

George W. Greiner, president of the Greiner-Nash Company, was host to all of the visiting men at two banquets.

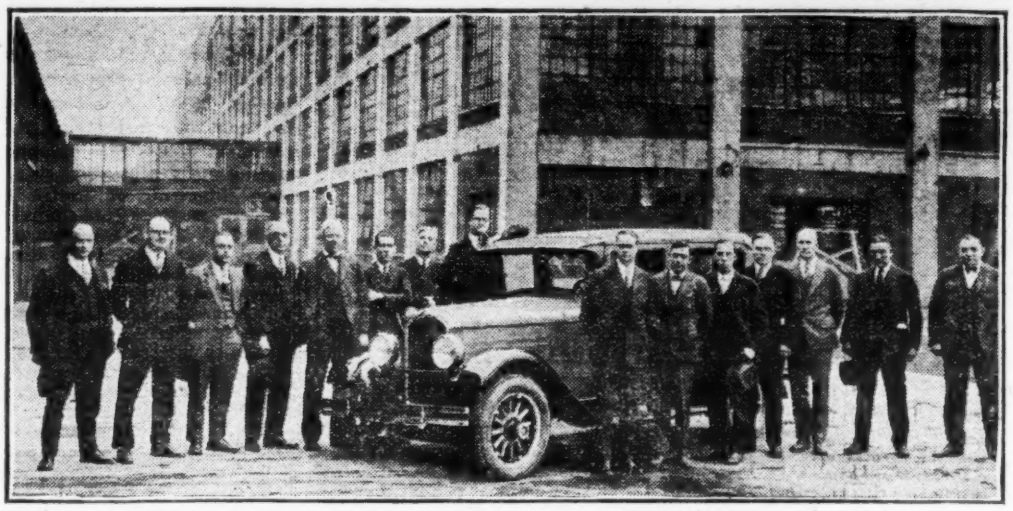
COAL WITH USED CARS PROVES SALES STIMULUS

Milwaukee, Jan. 4.—The Hokanson-Thompson, Inc., 466 Jackson St., Milwaukee, distributor of the Oakland and Pontiac in Wisconsin and upper Michigan, introduced a distinct novelty in used car sales promotion by its retail department recently. With each used car sold during the month a certain quantity of coal was offered. Cars selling up to $400 were accompanied by one ton of coal; $401 to $800, two tons, and $801 and up, three tons. The stunt attracted wide attention, especially by reason of unique display advertising. The idea worked so well that it is called an unqualified success in wiping out the used car accumulation.

1,000 USED CARS SOLD

Philadelphia, Jan. 4.—Shore Brothers of West Philadelphia, wholesale dealership in used cars and one of the largest used car dealer establishments in the city, report more than 1,000 used cars sold during 1926, with prospects for increases in 1927.

They Put Little Marmon on Production Basis at Plant 3



Indianapolis, Ind., Jan. 4. — Through the loyal efforts of officials and department heads at Plant No. 3 of the Marmon Motor Car Company the production of the Little Marmon is under way at this unit and shipments are being made.

The men are shown grouped around one of the first cars to come off the assembly line, with a portion of the plant unit in the background. Left to right are C. A. Roy, foreman receiving and shipping; H. R. Buckner, general foreman of assemblies; E. D. Princell, foreman stock tracings; E. R. Roberts, superintendent of employment and welfare; D. B. Shideler, suprintendent of all plant maintenance; Frank Brown, foreman of car assembly line; A. Firestine, foreman paint and enamel department; I. C. Spencer, superintendent of production control; R. B. Little, general works manager; R. K. Mitchell, factory manager of Plant 3; C. H. Parker, superintendent of manufacturing; J. W. Anderson, mechanical superintendent; R. L. Harwood, foreman of records and control; Ted Collier, general foreman engine machinery and assembly; H. Frendenberg, foreman of engine assembly and test.

WILLYS GUEST AT HARTFORD

Hartford, Conn., Jan. 4.—John N. Willys, president of Willys-Overland, Inc., was the honored guest at a dinner given by Lucius H. Elmer to his fellow members of the Hartford Automobile Dealers' Association at the Hartford Club last week. Mr. Willys and Mr. Elmer in the good old days sold Reading standard bicycles and the friendship has been maintained down through the years.

John N. Willys

The manufacturer declared that too many dealers are unsuccessful and each year the dealer mortality is too great. In his opinion the cause for so many failures lies in used cars. He urged the Hartford Automobile Dealers' Association to try and find a remedy and to prevent the individual dealers from allowing too much for a car. The manufacturers, he said, might help the situation by allowing larger discounts and he thought that if one manufacturer were to start the thing others would follow. He also stressed the need of good salesmen.

L. H. Elmer, the host, explained the reason for the complimentary dinner, which was in reality an expression of appreciation on his part for the loyalty of his fellow dealers.

FIRST '27 ARRIVAL ON BOSTON AUTO ROW OPENS

Boston, Jan. 4.—The first 1927 addition to the ranks of Boston automobile dealers is the Commonwealth Chevrolet Company, which held the formal opening of its new salesroom and service station at 949 Commonwealth Ave. yesterday. This concern becomes the largest Chevrolet dealer in metropolitan Boston.

The proprietors of this new concern are Robert B. Kayser. Mr. Kayser was for many years wholesale sales manager of W. C. Sills, Inc., who was New England Chevrolet distributor before the establishment of the New England branch office. Charles H. Petit, the other partner, until recently was head of the New England wholesale sales force of G. M. C. trucks. Before that time he was associated with Buick.

BUSINESS GAINS 100%

Evansville, Ind., Jan. 4.—The conclusion of a year that set a record of $300,000 business, the best year in the five years' history of the company, was celebrated last week by the Evansville Auto Exchange, Hudson-Essex and Stutz, and used car dealer, by a Christmas party. Harold R. Gregory, manager, reviewed the history of the company, which in the past year is said to have shown a 100 per cent. business gain over 1925.

CHANDLER DISTRIBUTOR OPENS AT DULUTH

Duluth, Minn., Jan. 4.—Martin Rosendahl, formerly distributor for the Oakland and Pontiac, is now distributor for the Chandler, and has a number of cars of the line on his show floor.

Mr. Rosendahl has six counties in Minnesota and six Wisconsin counties in his district. Dealers in his former Oakland-Pontiac organization are remaining with him, and will sell the Chandler.

Ohio Car Sales In November 8,898

Columbus, O., Jan. 4 (U. T. P. S.).—Registration of bills of sale in fifty-two counties of Ohio during the month of November, which is a correct index of the number of transfers of automobiles in the state for that period, furnishes an interesting study. The counties for which statistics are given are the most populous, and thus show the trend of the industry.

In the fifty-two counties a total of 8,898 transfers of bills of sale were made, which is a decrease of 17 per cent. from the number in November, 1925. In Cuyahoga county, in which the city of Cleveland is located, there were 1,963 transfers for passenger cars and 221 trucks. In Hamilton county, in which Cincinnati is located, there were 908 passenger car and 150 truck transfers made. In Franklin county, where Columbus is located, there were 867 passenger and 135 truck transfers made. A total of 974 transfers for trucks were made.

FLYING CLOUD CREW BROADCASTS PROGRAMS

Boston, Jan. 4.—The Linscott Motor Company, New England Reo distributor, start tonight what will be a weekly feature broadcast over station WNAC, with musical selections by the crew of the Flying Cloud. The name has been given to the broadcasters to dedicate the arrival at the Boston salesroom of the newest Reo model, the Flying Cloud. The famous ship for which this model was named, started its record-breaking tdip to San Francisco from this port. On the trip the sailing time around the Horn was reduced from 300 to 89 days, a record that still stands. This broadcast will be a regular weekly feature for the next few months.

for Economical Transportation

CHEVROLET

Full-crown one-piece fenders; bullet-type lamps; "fishtail" rear deck modeling; and many other improvements
on
The Most
BEAUTIFUL
CHEVROLET
in Chevrolet History
and
Amazingly Reduced Prices
Effective January 1st, 1927

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745
Sport Cabriolet	$715		

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Kissel Announces New Straight 8

Continued from Page 1

car. The top may be folded back and enclosed in a top cover. Front seats are mounted on a track and slide forward for ease of entrance and exit for passengers.

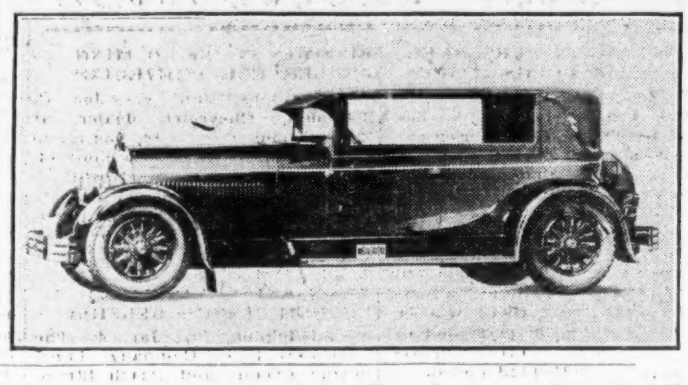
The new sedan is built especially roomy and large, and built to meet the requirement for a seven-passenger car, as elaborate but not as large as the de luxe eight sedan. The new sedan has three windows on each side, and two auxiliary seats, when not in use, fold into a recess at the rear of the front seats.

Four-door brougham and all-year coupe roadsters, introduced in August on the six and large eight chassis, are among the most popular types. The low-hung frame with kick-up over the axles is being continued as a Kissel feature. Motors are now being mounted on a slight angle, resulting in a straight-line drive.

The principal 8-75 specifications include 3 3-16x4 1-8 motor with 287 cubic inches displacement and S. A. E. rating of 32.6 horsepower, L-head, Lynite pistons with three rings, crankshaft with five main bearings, six-bearing camshaft, silcrome steel intake and exhaust valves, pressure lubrication, dual oil purifying system, Gas-Co-Lator, Schebler carburetor, air cleaner, centrifugal water pump, Thermostatic water control, Remy electrical system, dry disc clutch, three-speed transmission, I-beam front axle, Timken semi-floating rear axle, Hotchkiss drive, Ross cam and lever steering gear, Lockheed hydraulic brokes, parking brake on propellor shaft, semi-elliptical springs, balloon tires are 33x6, and on 139-inch wheelbases (three de luxe bodies) 32x6.75. Standard wheelbase, 131 inches Wood wheels are standard, wire or disc wheels supplied at extra cost.

The six-cylinder engine is 3 5-16x 5¼, three main bearings on crankshaft and three bearings on camshaft, Lynite pistons with four rings. Wheelbase is 124 inches, on seven-passenger sedans 132 inches. Balloon tires are 33x6. Equipment throughout includes motometer, speedometer, mirror, windshield wiper, combination tail, stop and backing light, and de luxe equipment adds snubbers, front and rear bumpers, side tire carriers, tire covers, two suitcase trunk, window curtains, kick plates and vanity cases.

KISSEL ALL-YEAR BROUGHAM, with windows and center posts lowered, transforming it into a touring car; the change requires only fifteen seconds.



See the KELLOGG Compressors
New York Chicago Automobile Shows

China Buys More Tires, Despite War

Special from A. D. N. Washington Bureau

Washington, Jan. 4.—Despite its internal political disorders, China is buying more American rubber products than in the past, the Department of Commerce announces. During the first nine months of this year shipments of United States rubber products to China were valued at $625,995, an increase of $60,703 over the total value of these products during 1925.

American tires and tubes made up approximately one-half of China's imports from the United States, being valued at $309,735 during the first nine months of 1926, as compared with $282,681 for the entire year of 1925.

The report points out that military operations have increased consumption of tires rather than decreasing them. Hard usage by inexperienced military chauffeurs has also caused increased tire consumption.

According to the latest available figures, there are registered in China 13,499 passenger cars, 2,142 motor trucks, 632 motor buses and 1,654 motorcycles.

WEBSTER DISTRICT CHIEF OF G. M. TRUCK BRANCH

Denver, Col., Jan. 4.—The Denver branch of General Motors Truck Company now has a new district manager in the person of F. W. Webster, who was installed in the position last week by O. H. Perkins, assistant to the vice-president, directing sales.

Plans for an aggressive sales campaign in the Rocky Mountain region territory have been formulated and will be launched in the near future, according to Webster. Webster has for some months been traveling through Washington, Oregon, Idaho and part of Montana in sales and research work in connection with the Yellow-Knight truck; its applications in every business activity and the records made by Yellow-Knight truck users in efficient and economical operation.

TIRE PLANTS BUSY

Los Angeles, Jan. 4.—Automobile tire companies here report increased production activities. Both the Goodyear Tire and Rubber Company of California, whose factory is located in this city, and the Samson Tire and Rubber Company, Compton, report that the plants are running at 90 per cent. of full capacity.

YELLOW TRUCK BUILDS NEW BUS

Luxurious Model Will Supplant Street Cars In Dense Traffic

Chicago, Jan. 4. — Designed with a view to supplant street cars where dense traffic haul is involved, the Yellow Truck and Coach Manufacturing Company has produced a new type of motor coach. Samples of the new product show some radical departures from previous practice. The new bus is called "everybody's automobile."

It is a fully inclosed, all-weather vehicle, as luxurious in its appointments and riding comfort as the finest private automobile. In fine weather it can be opened wide with adequate protection from the sun.

Ample head room is provided for the tallest man—six feet one inch in just one place on the lower deck, but an average of about six feet three inches elsewhere. Even the upper deck allows for much head room.

The arrangement of seats on the upper deck gives the effect of an observation car. The stairways leading to the upper deck are three inches wider than on the present models, and there are fewer steps.

Entrances are provided at both front and rear, avoiding delays and congestion in boarding or alighting. What should appeal particularly to women passengers is that the platform step is three inches nearer the ground than usual in motor coaches.

The six-cylinder, 100-horse power, sleeve-valve, silent motor used in the coach yields a rapid pick-up, or quick acceleration of speed without vibration.

DEL RUBBER CO. HANDLES SEIBERLINGS IN N. Y.

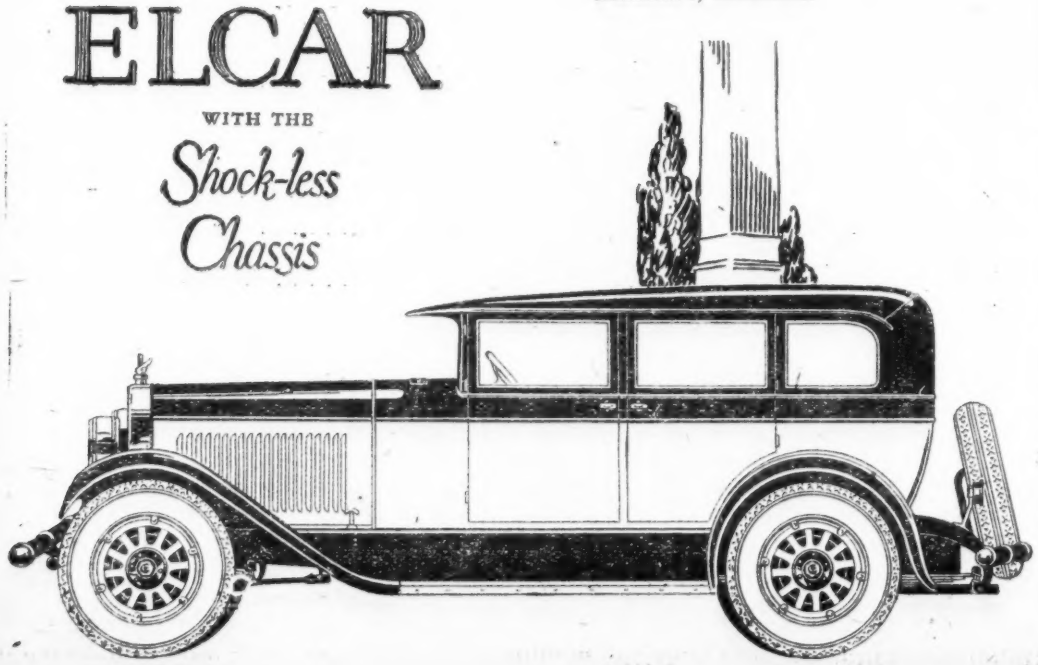
New York, Jan. 4. — Seiberling automobile and motor truck tires are now being distributed in New York city by the Del Rubber Company, 615 West 57th St. This concern was recently acquired by Charles J. Haggerty and Jack L. Sylvester, who for many years were representatives of tire factories in the New York district. They have established a modern service station in West 57th Street, where every facility is provided for taking care of the requirements of Seiberling tire users in this district.

Sales are surest when demonstrations amaze

You may be a super salesman, gifted with extraordinary powers of descriptive eloquence—but you can't prove it with a car that provides mediocre performance in demonstrations. You may generate interest in the car you are selling to the point of enthusiasm—but nothing will re-generate it if the car itself kills it. But if the car does even better than your most glowing description of its abilities, there is small doubt of a sale being made * * * so brilliantly do the newest ELCAR Eights and Sixes, with the *Shock-less Chassis,* perform that sales following demonstrations are as really inevitable as it is possible for them to be.

ELCAR MOTOR COMPANY
Builders of Fine Vehicles Since 1873
Elkhart, Indiana

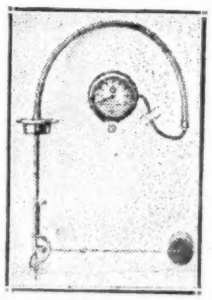
ELCAR
WITH THE
Shock-less Chassis



New Automotive Equipment

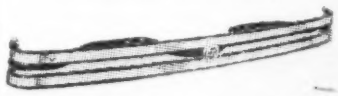
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

ELECTRIC GASOLINE SIGNAL



The automatic gas signal, manufactured by the American Bosch Magneto Corporation, Springfield, Mass., is so designed that when the level of the gasoline in the tank drops to a dangerously low point an electric light flashes up and illuminates the gauge dial until the tank has been refilled and the rise of the cork float, transmitted to the gauge hand, shuts off the light current. The rise and fall of the float is transmitted through a cable carried in a flexible steel tube which is covered with cloth. Turning a small key at the bottom of the gauge illuminates the dial whenever the driver wants to check his gas supply.

FEDERAL BUMPERS



The Federal Ambassador bumper, shown above, and manufactured by the Federal Pressed Steel Company, Milwaukee, Wis., is constructed with a specially rolled, patented bar, with embossed nickel ribs, which are said to add not only to the beauty but to the strength of the product. The company has also changed slightly the design of the Federal Metropolitan bumper, which has been widened, deepened and lengthened to meet modern car requirements in point of weight and style.

Boetticher and Kellogg Co. Meetings Mark 66th Year

EVANSVILLE, IND., Jan. 4.—Plans for the addition of several new lines of accessories were taken up at the semi-annual sales conference of the Boetticher & Kellogg Company, Badger tires, accessories, electrical equipment and general hardware jobbers, at the Hotel McCurdy, December 27 to 30.

Extension of the company's distribution territory by the addition of several automotive and electrical specialty salesmen was also acted on.

Twenty-five traveling salesmen from the territory of southern Indiana and Illinois, western Kentucky and northwestern Tennessee, company executives, department heads and representatives of several manufacturers attended, according to Fred W. McNeely, manager of the automotive and electrical supplies department.

Talks were made by William H. Boetticher, president; Oscar Boetticher, Carl F. Boetticher and O. H. Kellogg, vice-presidents. Reports of officers showed the company had gained more than 33 per cent. in automotive supplies distribution volume in 1926 over the preceding year.

Rrepresentatives of the following nationally advertised automotive accessory lines which the company will distribute next year were present:—

W. H. Humphries, the Raybestos Company, Chicago, brake linings; M. Lamb, New Era Spring and Specialty Company, Grand Rapids, Mich., spring bar bumpers; M. Slane, Cincinnati Ball Crank Company, Cincinnati, O., ball crank bumpers; Champion Spark Plug Company, Toledo, O., spark plugs; M. Negle of Metropolitan Columbia Manufacturing Company, Brooklyn, N. Y., electric fixtures; J. Geary, Philco Battery Company, Philadelphia, Pa., batteries; Appleton Electric Company, Chicago, wire fittings; Arborphone Radio Company, Chicago, and Walker Manufacturing Company, Racine, Wis., auto jacks.

Also, M. Reese, Apco Company, general automotive supplies; Ohio Parts Company, Cincinnatii, battery parts; G. A. Feldkamp, Westinghouse Lamp Company, Chicago, auto and house lamps; L. W. Ogle, Day-Fan Electric Company, Adrian, Mich., electric fans; United Electrical Company, Adrian, Mich., fans; Sparks Worthington Company, Jackson, Mich.; M. Williams, Gussman Manufacturing Company, St. Louis; F. J. Alvin and C. G. McQuaide, Yale Electric Corporation, Chicago.

A dinner given by the Badger Rubber works, Milwaukee, Wis., maker of Badger tires, at which L. G. Githens, general sales manager, and J. M. Owens, district sales manager, spoke, was a feature.

C. G. McQuaide, sales manager of the Chicago district, and F. J. Alvin, representative, were the principal speakers at a dinner given Thursday night by the Yale Electric Corporation.

The meetings signalize the sixty-xth year of the Boetticher & Kellogg Company. Its automotive distribution activities, now serving a large area in four states, had grown out of a wholesale hardware business established in pre-Civil War days.

R. L. TRUBE GOES FROM LONDON TO DETROIT FOR NORTH EAST ELECTRIC

Rochester, N. Y., Jan. 4.—R. L. Trube, formerly branch manager in London for the North East Electric Company of Rochester, has returned to this country to assume the duties of North East sales representative in the Detroit area.

R. L. Trube

Before joining the North East organization in 1924, Mr. Trube had been engaged in automotive electrical work for several years, and was formerly electrical engineer with Automobiles Renault.

COURSE FOR MECHANICS - STARTS IN PHILADELPHIA

Philadelphia, Jan. 4.—Automobile mechanics now regularly employed, but who desire to gain a more thorough knowledge of their work, may attend a course in automotive lighting, ignition and general automobile electrical work, established by the Board of Education, at the Central High School Annex, Broad and Green Streets, here. Service managers have been invited to select men to attend this course, which is not intended for schoolboys. The course is free of charge, and is given three nights a week from 7.30 to 9.30 o'clock. The first session was yesterday.

BOWMAN GIVES ALL TIME TO JACKSON ELECTRIC CO.

Boston, Mass., Jan. 4.—J. W. Bowman, for the past two years treasurer of the Marmon Boston Company and partner with A. L. Hart, president, in the ownership of the company, has resigned to devote his time entirely to the Jackson Electric Company, of which he is owner. This company is the New England distributor of Watson stabilators and many other leading appliances and accessories.

RAY DAY PISTONS, INC., PUTS UP NEW FACTORY

Seattle, Wash., Jan. 4.—The new factory of the Ray Day Pistons, Inc., has just been completed and quantity production will soon be in progress.

"A new construction principle, plus a special alloy, has resulted in a piston that will not score, according to exhaustive tests," states Mr. Ray, general manager.

PFEFFER ON SALES

Evansville, Ind., Jan. 4.—Edward C. Pfeffer, former manager of the automotive and electrical supplies department, Boetticher & Kellogg Company, Badger tire and accessories distributor, has been assigned as city salesman in the Evansville district.

Dealer Activities

NO CHANGE IN PERSONNEL OF TACOMA DODGE STAFF

Tacoma, Wash., Jan. 4.—M. E. Lewis, who for the last year has been in charge of the used-car department of Fred B. Walker, Inc., Tacoma Dodge car and Graham truck dealer, will continue to head that department, according to A., H. McConnell, former Iowa Dodge dealer, who has succeeded Mr. Walker. A. J. Nelson will continue as service manager and there will be no changes in the personnel of the sales, shop or office departments, Mr. McConnell added.

Personal Items

WARREN TO SEATTLE

Seattle, Wash., Jan. 4.—W. M. Warren has just been appointed district manager for the Oakland Motor Car Company, his offices being in the Securities Building. He comes from the factory at Pontiac, Mich., and succeeds T. E. McMeans.

LAUSON BACK IN MILWAUKEE

Milwaukee, Wis., Jan. 4.—Arthur Lauson, after four years in Racine as president of the Lauson Motor Sales Company, Oldsmobile dealer, has returned to Milwaukee to take charge of downtown sales and service for Oldsmobile, at 211 Wisconsin St.

AUTEN DIVISION MANAGER

Milwaukee, Wis., Jan. 4.—The Nash Motors Company announces that James Auten has been made general manager of the Milwaukee division of the company. Mr. Auten's first post with Nash was as works manager at Milwaukee. He joined the organization July 16, 1923.

BECOMES ST. CLOUD, MINN., DEALER FOR CHEVROLET

Minneapolis, Jan. 4.—Joe C. Schlough, Chevrolet dealer at Sauk Rapids since 1914, has taken over the St. Cloud dealer contract, and continues to run his Sauk Rapids business as that of a branch. He has sold more than 1,000 Chevrolets since taking over his first dealership.

MOON AND DIANA SALES CHANGE IN PHILADELPHIA

Philadelphia, Pa., Jan. 4.—The Clearview Sales Company, Lansdowne Avenue and Peach Street, West Philadelphia, has changed hands, and is now being continued under the name of the Clearview Motors, with Louis Pugh and Samuel Godel managers. The company handles the Moon and Diana line.

STAFF CHANGES MADE BY ANGER FIRM IN MILWAUKEE

Milwaukee, Wis., Jan. 4.—Following the announcement that Anger, Inc., has taken over the retail sales for Willys-Overland, Inc., in Milwaukee county, several changes in the sales and service personnel are reported. F. Norman Pheips, for several years sales manager for the Anger-Chevrolet Company, is retained by Mr. Anger as manager of retail operations for Anger, Inc. B. W. Reagles is sales manager. O. J. Hylton, also a former Anger-Chevrolet Company man, has been placed in charge of the Grand Avenue branch of Anger, Inc. C. J. Marquardt, for ten years service manager under Mr. Anger, is the new service manager. Gerald Cady is assistant service manager. Charles Franz retains his position as manager of the quick service department. Lee Wheeler, formerly assistant service manager of the Willys-Overland, Inc., is now wholesale service manager.

Improvements

PLANS BIG SERVICE GARAGE

Miami, Fla., Jan. 4.—The Pomeroy-Overland Company, Miami Overland dealer, will build a new $60,000 automobile and service garage at 1622 N. E. 2d Ave. It will be two stories in height, of concrete construction, and will have a ground area of 60 by 211 feet, according to the management.

TO BUILD $175,000 HOME

Jacksonville, Fla., Jan. 4.—Plans for the construction of a $175,000 two-story building for the Royal Motors Company, Chrysler dealer for northern Florida and southern Georgia, on a site on Riverside Avenue, were announced today by A. G. Hoskins, president of the company. Work on the project will start early next month and the new building will be ready for occupancy about April 1, it was stated.

NEW UNIT COMPLETED

Milwaukee, Wis., Jan. 4.—A new automobile salesroom for the display of used cars has been completed by the Finkler Motor Company at 924 3d St. The building is a unit in a large building development planned by the company at the corner of 3d and Wright Sts., by which it plans to raze old tructures facing on both streets, which they now occupy, and erect a new building by units. The salesroom is 50 by 100 feet.

Obituary Notes

ADRIAN R. LONG

Rochester, N. Y., Jan. 4.—Adrian R. Long, 26 years old, proprietor of the Long Tire Company, State Street, this city, was killed December 28 near Pensacola, Fla., when the roadster he was driving skidded and plunged over a twelve-foot embankment. He was touring in Florida with his wife and her mother. Burial will be in Buffalo.

27th Annual NATIONAL AUTO SHOW

OPENS SATURDAY AT 2 P. M.
Daily thereafter (except Sunday), 10 A. M. to 10:30 P. M.

JAN. 8 to 15

The newest in Cars, Accessories and Light Trucks—Shop Equipment Section open to trade until 3 P. M. daily.
TRADE DAYS—January 10 and 11

GRAND CENTRAL PALACE

Adm. 75¢

TWO ENTRANCES—PARK AVENUE IN ADDITION TO LEXINGTON AVENUE

MORE PROFIT PER SALE

In a Texas city of 40,000 population a Star Car Dealer sold 161 Star Cars in the five months ending July 31, 1926, and made a net profit of more than $20,000.

MORE POWER and SUPERIOR QUALITY

Low-cost Transportation

Star Cars

Improved Four and New Six

DURANT MOTORS, Inc. General Sales Dept., Elizabeth, N. J.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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WEDNESDAY, JANUARY 5, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500 Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5326, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets.

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Throttling

FROM Massachusetts there comes a suggestion that is filled with rather unpleasant possibilities. During the final manoeuvers attendant on the arrival of the compulsory insurance law, which is now in effect in that state, coverage was refused the drive-yourself companies by several insurance organization. The drive-yourself concerns naturally appealed to the authorities to compel the insurance companies to enable them to comply with the provisions of the law.

The matter was temporarily adjusted, but in the course of the proceedings Frank A. Goodwin, registrar of motor vehicles of Massachusetts, said that it was a question whether such business should be allowed to continue. When his attention was called to the fact that the law permits this type of company to operate, he said that "the law may soon not allow them to." From this it was inferred that the registrar was having a bill drafted to outlaw drive-yourself companies from Massachusetts.

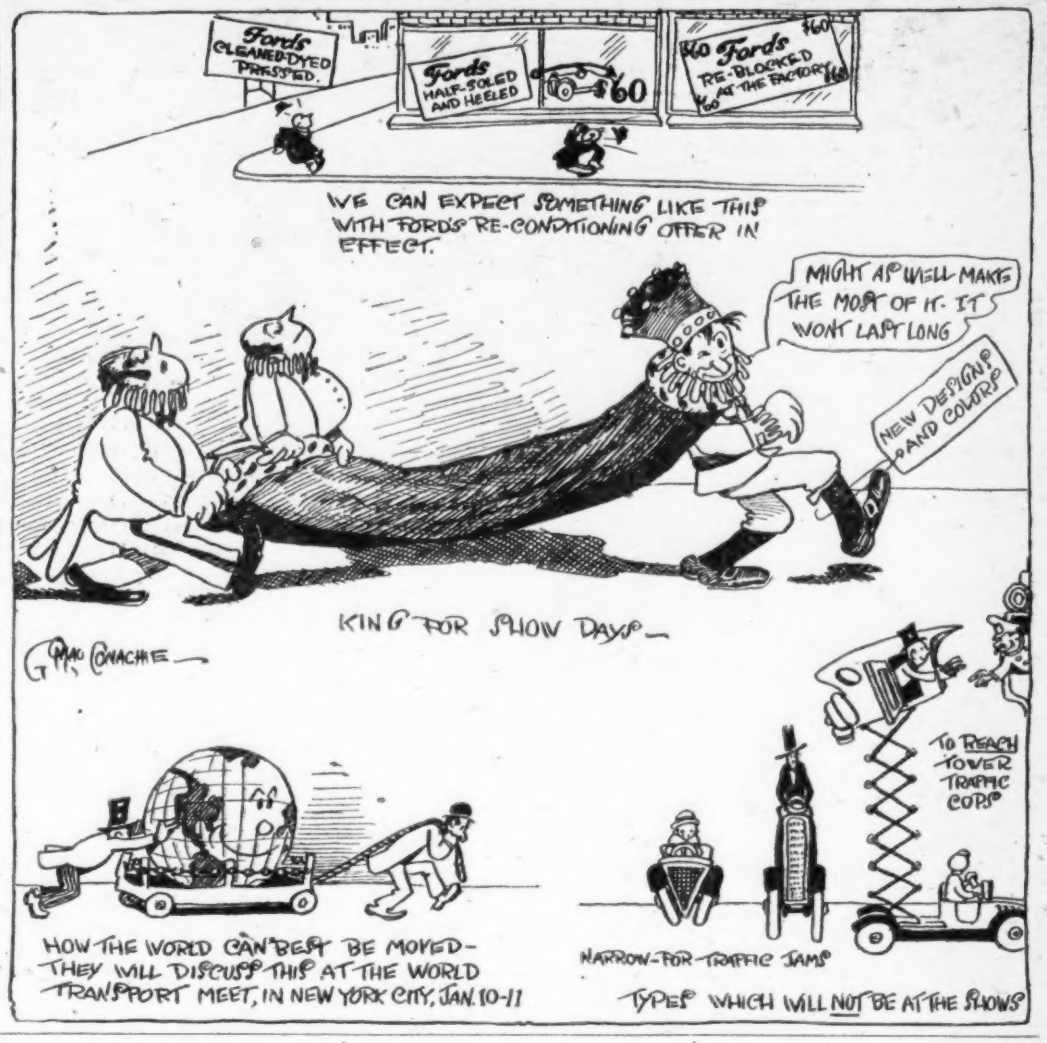
Now the drive-yourself phase of automotive activity is not any fly-by-night growth. A great deal of money has been invested in it and several of the biggest operators have behind them the resources of large organizations. The idea has grown rapidly. It has potentialities for comprehensive and important service. It is one of the outstanding developments of the past few years. It is on a sound and substantial basis and it would be a commercial crime to kill a growing industry simply because of difficulties in arranging compliance with a new law, which may work and may not. This is a matter that needs careful consideration, based on actual experience and not snap judgment resting on a merely temporary expediency.

Sales Department Changes

THERE is no other department of the manufacturing organization where changes in the home office personnel have such a far-reaching effect on the outlying, so to speak, divisions of the company as in the sales department. Changes in the business departments, the financial divisions, in the engineering organization, in the advertising department pass almost unnoticed by the dealer personnel. But let a change be made in sales managers, even if the new man is definitely better than the old, and there is a distinct feeling of uncertainty among all the dealers. Even if the new sales chief has ideas distinctly more progressive and more advanced than the methods that the former executive has been using, it takes time for the dealer organization to absorb and apply these new theories of selling. During the period of readjustment there is bound to be a slackening of effort and some defections among dealers who are wondering just how they stand with the new man.

For all of these reasons it is highly desirable that there should be as little change as possible in the sales department of the manufacturing organization. And yet, oddly enough, there are probably more changes made in this department than in any other by the average company. The first thought that comes when there is a sloughing off in sales is, "Get a new sales manager and see what he can do." In many instances, of course, the change will eventually prove beneficial, but the point we want to make is that even when it is for the better, every change brings a period of uncertainty and latent dissatisfaction in the dealer organization. Enough changes would actually disrupt the dealer organization. Every company should weigh carefully the advisability of making changes in its sales department, remembering that mere change for the sake of change is positively hurtful.

Here and There in the Trade Headlines—by MacConachie



The Forum

THE AUTOMOTIVE DAILY NEWS is glad to receive letters from its readers on topics of interest to the trade. We shall be glad to publish such letters as seem to have general interest. Obviously the Automotive Daily News must disclaim responsibility for views expressed by its readers. Readers of the Automotive Daily News—this is YOUR DEPARTMENT. Use it in discussion of your problems, without fear or favor.

HAVE YOU TRIED THIS?

Editor, Automotive Daily News:—

Apropos of the statistics you published a few days ago, indicating that tires are now manufactured better with a resultant longer life, to what extent is this longer life due to the present-day tires and again how far are motorists themselves responsible for it?

I remember when balloon tires first came out a lot of people used to complain that they "picked up" everything. Also, knowing that they were to be inflated to lower pressure than the older style of tires, they were apt to put even less air into them than manufacturers specified.

My own experience and that of a number of my customers indicates that if you inflate a balloon tire just four or five pounds above what manufacturers specify, you ride a little less smoothly, but that with any good make of tire and reasonably good and careful driving you can get 10,000 miles out of any balloon before the first "flat."

New York. W. E.

Editor's Note—Have you had any experience that bear upon the topic discussed in the above letter? If so, we would be glad to hear from you.

Editor Automotive Daily News:—

Dear Sir: Your article in Automotive Daily News of November 23 on the A. A. A. demanding repeal of Federal automobile taxation hit the nail on the head.

I am one of 20,000,000 who can't see why Uncle Sam should tax you when you buy a car for improving your health or your business. The government, in my opinion, is no more justified in doing this than if it would tax the sale of a new dwelling or factory or suit of clothes.

Let the automobile business men explain to car owners and buyers that this is a question affecting not only our industry and trade, but every citizen's pocketbook, and Congress will hear from enough of the voters to guide it in the right direction. W. A. MUNN.

Pittsburgh, Pa.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1926 High	Low	Div.		Sales	High	Low	Close	Net Change
22	8	....	Advance Rumely	200	9¾	9½	9¾	+ ½
16	7½	....	Ajax Rubber	800	9⅝	9½	9½	....
94½	78⅝	6	Allis-Chalmers	900	89⅝	89¼	89½	— 1¼
34⅝	16	....	Am. Bosch Magneto	900	16⅛	16⅛	16⅛	— ¼
26¼	23¼	2	Am. Chain, A	200	25½	25½	25½	....
15⅞	9⅞	1	Am.-La France	1,800	10	9⅞	10	+ ⅛
37⅛	24	3	Briggs Mfg. Co.	100	28⅝	28⅝	28⅝	....
26	8⅛	....	Chandler Motor	100	8⅞	8⅞	8⅞	+ ⅛
45¼	20⅝	2.50	do pf	100	21⅝	21⅝	21⅝	....
128¾	98½	6	Chicago Pneu. Tool	300	122	120½	120½	— 2⅛
54⅝	28⅛	3	Chrysler Corp.	23,900	42	41⅛	41¼	— ⅝
103	92	8	do pf	100	103	103	103	— ⅝
47¼	21¼	....	Dodge Bros. A	54,000	26⅞	26⅛	26¼	— ¼
90	79½	7	Dodge Bros. pf	1,500	82¼	81⅝	82	— ¼
32⅝	23	2	Eaton Axle & Spring	100	24⅝	24⅝	24⅝	— ⅛
82¾	61⅝	6.50	Electric Auto-Lite	200	64⅝	64⅝	64⅝	+ 1¼
94⅛	71⅝	6	Electric Stor. Battery	7,500	78½	75½	78	— ⅞
34⅝	23	.80	Federal Motors	7,600	28⅞	27⅞	28	+ 1¼
26¼	14¼	....	Fisk Rubber	700	16⅞	16½	16½	....
42	25⅝	3.50	Gabriel Snubber	700	30	29½	30	+ ⅞
225⅝	112¼	11	General Motors	78,000	154½	150⅝	150⅝	— 3⅝
122¼	112½	7	do 7s pf	200	120½	120½	120½	....
105	98¼	6	do 6s deb	380	105	105	105	....
25⅝	15⅝	2	Glidden Co.	15,900	21¾	20¾	21⅝	+ ⅝
70⅝	39½	4	Goodrich Co.	600	43	42⅝	43	....
100	94½	7	do pf	200	95	95	95	+ ½
109⅞	96½	7	Goodyear T. & R. pf	200	94⅝	94⅝	94⅝	....
46	17⅛	2.25	Hayes Wheel	200	20	19⅝	19⅝	— ⅝
128¼	40⅝	3.50	Hudson Motor Car	38,200	56	53¼	55¼	+ ⅝
28⅝	17	1.40	Hupp Motor Car	1,600	22⅝	22¼	22¼	— ⅛
21⅝	12	1	Intercon. Rubber	4,500	12⅝	11½	12⅝	+ ⅛
66	12	....	Jordan Motor Car	400	21	20⅝	21	— ⅝
31½	9	....	Kelly-Springfield	100	10⅝	10⅝	10⅝	+ ⅝
2⅛	½	....	Keystone T. & R.	300	⅝	½	½	....
14	6¼	....	Lee Rubber & Tire	100	7½	7½	7½	+ ¼
169	89⅝	6	Mack Trucks	16,900	97½	95	95⅝	— 2⅝
113	107½	7	do 1st pf	100	110½	110½	110½	+ ½
37⅝	9¾	1.50	Moon Motors	500	12	11⅝	11⅝	— ⅞
53⅝	33⅝	3.60	Moto Meter A	200	34⅞	34⅝	34⅝	+ ¼
33⅛	19¼	2	Motor Wheel Corp.	500	21	20⅝	21	+ ½
70⅝	52	3.50	Nash Motors	7,400	68½	68	68⅛	— ⅝
15½	4⅛	....	Norwalk T. & R.	100	4½	4½	4½	— ¼
22¼	12	....	Omnibus Corp.	100	13⅝	13⅝	13⅝	+ ⅝
45¼	31⅝	2.90	Packard Motor Car	2,600	36⅛	35⅝	35⅝	— ½
28½	9	....	Paige-Detroit Motor	200	11⅛	11⅛	11⅛	— ¼
31⅛	23⅝	....	Peerless Motor Car	400	28	28	28	+ ½
42½	19	....	Pierce-Arrow	2,900	22⅞	22	22	— ½
127¼	76½	8	do pf	400	102½	101¼	101¼	— 2¼
92⅞	61	6	Stewart-Warner Speed.	600	65⅛	64⅛	64⅛	— ⅛
77¼	47⅝	6	Stromberg Carburetor	400	48	47⅞	47⅞	....
62	47	5	Studebaker Co.	3,800	55¼	53⅝	54	— ¼
85⅝	44⅞	5	Timken Roller Bear.	8,400	80¼	78	79½	— ⅞
88¼	50¼	....	U. S. Rubber	1,300	58⅝	57⅝	57⅞	— 1⅛
109	101½	8	do 1st pf	100	107⅝	107⅝	107⅝	+ ⅞
90	51⅞	4	White Motors	1,800	57	56½	56½	— ½
34	8	....	Willys-Overland	9,800	23	22⅛	22¼	+ ¼
72½	9½	8	Yale and Towne	200	70⅛	70⅛	70½	— ½
39⅝	0	.75	Yellow Truck & Coach	10,700	29⅝	28½	29	— ¼
107½	91½	7	do pf	400	99	98	99	— ⅛

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
100	Br-Am T rg	23⅝	23⅝	23⅝	+ ⅛
1100	do coupon	24	23⅞	23⅞	....
1200	Durant Mot.	7½	7	7	— ⅜
1100	Fageol Mot.	3⅞	3¾	3⅞	+ ⅛
70	Ford Can.	420	416	416	— 4
1100	Goodyear	30½	30	30	— ½
900	Johns-Man.	216	204	213½	+ 4½
300	Marmon Mo	48	47⅝	47⅝	— ¾
2700	Reo Motor	20⅞	20	20½	+ ⅝
200	Rep MT ctf	5½	5½	5½	+ ¼
200	Rickenbackr	1	1	1	....
300	Splitdorf B.	22	21	21	— 1½
300	Timken DA	12⅝	12¼	12⅜	— ⅜
100	U S L & H	29⅞	29⅞	29⅞	+ ⅝

CLEVELAND

	Bid	Asked
Firestone	116	118
do 6s pf	100	102
do 7s pf	98½	99½

DETROIT

Sales		High	Low	Last
250	Bohn Aluminum	14⅞	14⅞	14⅞
775	Cont Motors	12	12	12
1072	Federal Motors	28⅛	27¾	28
560	Hall Lamp	9½	8⅝	9½
120	Packard Motor	36	36	36
1737	Reo Motor	20¾	20⅛	20¾

CHICAGO

1450	Auburn Auto	70	68¾	69
1400	Bendix Corp	38	37⅜	37⅞
100	Borg & Beck	55	54⅝	54½
300	Hupp Motors	22¾	22⅝	22¾
100	Omnibus Corp.	13⅝	13⅝	13⅝
50	Pines Winterfront	51½	51½	51½
250	Reo Motor	20	20	20
600	Stewart-Warner	64⅞	64	64
60	Williams Oilomat.	15½	15¼	15¼
840	Yellow Taxi	43⅞	42⅞	43⅞

(The above tables show Monday's automotive stock movement, complete.)

STOCK OF FEDDERS CO. TO BE SOLD TO PUBLIC

Buffalo, N. Y., Jan. 4.—A public offering of stock of Fedders Manufacturing Company, Buffalo manufacturer of automobile radiators, will be made by an investment banking syndicate, which has bought a half interest in the company. The latter was established here in 1896, with an original investment of $1,500 by Theodore C. Fedders. It began the manufacture of auto radiators in 1906, and is one of the three largest manufacturers of its kind in America.

Officials of the company assert that its annual earnings rose from $256,822 in 1922 to $312,237 in 1925.

HERCULES MOTORS VOTES DIVIDENDS AND ELECTS

Canton, O., Jan. 4.—An annual cash dividend, showing a substantial increase over that of 1925, was voted by the directors of the Hercules Motors Corporation at their annual meeting, indicating the proportionate growth in earnings of the company for the year just ended.

The present officers and directors will continue to serve. They are H. H. Timken, chairman of the board; E. A. Langenbach, president; Charles Balough, vice-president, and H. P. Blake, secretary. Directors are: Gordon M. Mather, president of Mather Spring Company, Toledo, and R. W. Gallagher, president of the East Ohio Gas Company at Cleveland.

500 HUDSONS PER DAY

Detroit, Jan. 4.—The Hudson Motor Car Company has opened on a schedule of 500 cars a day. The schedule is 11,000 for the month, to be increased the last week of the month by 250 cars a day.

WANTS GOODYEAR-DODGE BUSINESS MADE PUBLIC

Akron, O., Jan. 4.—The Dodge Brothers Motor Company was drawn into the litigation over control of the Goodyear Tire and Rubber Company here, when demand was made that transactions between the two concerns be made public.

The action was taken by Mrs. Gertrude A. Bentz of Cleveland, preferred stockholder, who sought an injunction to prevent the Goodyear company interfering with her efforts to open the books of the tire company with relation to sales.

OIL PRODUCTION OFF 9,797 BARRELS PER DAY

Tulsa, Okla., Jan. 4.—Domestic production of crude oil in the week ended January 1 showed a decrease of 9,797 barrels daily, averaging 2,375,342 barrels daily in the period, according to the Oil and Gas Journal. Light oil decreased 6,620 barrels daily, averaging 1,790,729 barrels daily.

Panhandle field in Texas showed a decrease of 6,975 barrels daily and Rocky Mountain area 2,755 barrels. California decreased 1,000 barrels daily. Oklahoma and North Texas showed gains.

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BUSINESS OPPORTUNITIES

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700 at Marmon Sales Convention

(Continued from Page 1)

pool Hotel, where all styles were exhibited.

G. M. Williams, president of the company, pointed out that the Marmon company is the second largest of all automobile companies in the United States in the ratio of its assets and liabilities. Other speakers were H. H. Brooks, sales mananer; William T. Young, Jr., sales promotion manager, and Homer McKee, advertising manager, who was toastmaster.

The meeting is declared to be the largest automotive convention ever held in Indianapolis. Today's program consists of inspection of the factories, demonstration of the little and big types of Marmons and an afternoon luncheon.

AJAX RUBBER CO. STOCK ACTION TO BE EX-RIGHTS

New York, Jan. 4.—The committee on securities of the New York Stock Exchange has ruled that transactions in Ajax Rubber Company capital stock shall be ex-rights January 5. Rights may be dealt in on a "when issued" basis January 4. Transactions in rights must be settled January 18. Rights to subscribe expire January 27.

STROMBERG CARBURETOR OPTIMISTIC ABOUT 1927

Chicago, Jan. 4.—"Only fourth quarter earnings will not be very favorable, although I shall be very disappointed if the full year's earnings do not cover $6 dividend," said C. W. Stiger, president of the Stromberg Carburetor Company of America, Inc. Asked what the outlook for next year, he said: "It is anybody's guess. I am an optimist, however. I do not think business generally will be as good in 1927 as it has been this year, but as far as we are concerned we should do much better business. I look for a larger production year in our windshield wipers and shock absorbers. We have not sold our present headquarters yet. We expect to go ahead with construction of our new plant early next year."

HUDSON STOCKHOLDERS' MEETING IS ADVANCED

Detroit, Jan. 4.—Notices are being sent to Hudson Motor Car Company stockholders advising that owing to a change in fiscal year the annual meeting on January 15 will be adjourned to May 20.

Hudson's fiscal year was changed last spring so that it now corresponds with the calendar year instead of closing November 30 as previously. It is stated that the annual report will be mailed to stockholders as soon as practicable after close of the calendar year.

CONTINENTAL MOTORS '26 NET IS $2,026,327

New York, Jan. 4.—The Continental Motors Corporation for the year ended October 31, 1926, reports a net profit of $2,026,327 after interest, depreciation and Federal taxes, equivalent to $1.15 a share earned on 1,760,845 shares of no-par stock. This compares with $2,811,323, or $1.60 a share, in previous year.

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HUPMOBILE DEALERS MAKE MONEY

18 Years

Of Profitable Association with Hupmobile

Back in 1908, George M. Mills, enterprising carriage dealer of Noblesville, Indiana, read the first Hupmobile announcement in the Saturday Evening Post.

The Hupmobile "20" looked like the dependable kind of car Mr. Mills' customers wanted, and he wrote in for the dealer's contract. He sold twelve Model 20's in his first year. Inside of three years, his business showed a net profit of $21,000.

The business of G. M. Mills & Sons has progressed steadily ever since—until last year, gross sales were in excess of $200,000. Mr. Mills is a firm believer in the Hupmobile product and the Hupmobile policies upon which he has built his success in 18 years of continuous selling.

Noblesville, Indiana, has a population of approximately 5,500. Perhaps your own location offers even greater opportunities. Any dealer interested in reports from Hupmobile dealers in his own vicinity may secure this information by writing the factory.

We will gladly forward details of the Hupmobile contract to interested dealers upon request.

HUPP MOTOR CAR CORPORATION,
Detroit, Michigan.

HUPMOBILE
EIGHTS & SIXES

REO ANNOUNCES 'FLYING CLOUD'

Built on Wheelbase of 121 Inches, Develops 65 Horse Power

(Continued from Page 1)

miles made by a demonstrating car.

The line of bodies includes a five-passenger sedan, four-passenger victoria; sport-type roadster, with folding top and rear auxiliary seat for two passengers; straight-seat two-passenger sport coupe, with rear auxiliary seat for two passengers, and a five-passenger two-door brougham. These cars are handsome, distinctive and individual, with a look of fleetness and grace. Bright colors used in window reveals and in double striping give an additional note of individuality.

A number of unusual features are noted on the all-steel bodies. For example, the sedan has a beamed ceiling, a novel and attractive touch. A substantial handle runs between the door upright and the back of the front seat, bridging the space and so located as to form a handy grip when passengers enter the car. Handholds at the robe rails also assist the passengers in entering. The front seat is easily and quickly adjustable to leg length.

Specifications are as follows:—

Engine—Six cylinders, 3¼x5, rated (N. A. C.) at 25.2 h.p.; piston displacement, 294 cubic inches; four-point rubber suspension; L-head; seven-bearing crankshaft, 2.3125 ins. diameter, bronze-backed babbitt bearings; four-bearing camshaft driven by manually adjustable chain 1½ ins. wide; mushroom-type valve lifters; 1 13-16 inch diameter exhaust and intake valves of chrome-nickel steel; aluminum-alloy pistons; drop-forged connecting rods; high-pressure lubrication to crankshaft, connecting rod and camshaft bearings; gear-type oil pump with oil filter; Schebler model S carburetor; air cleaner; vacuum-tank fuel feed; semi-automatic spark control; vibration dampener on front of crankcase.

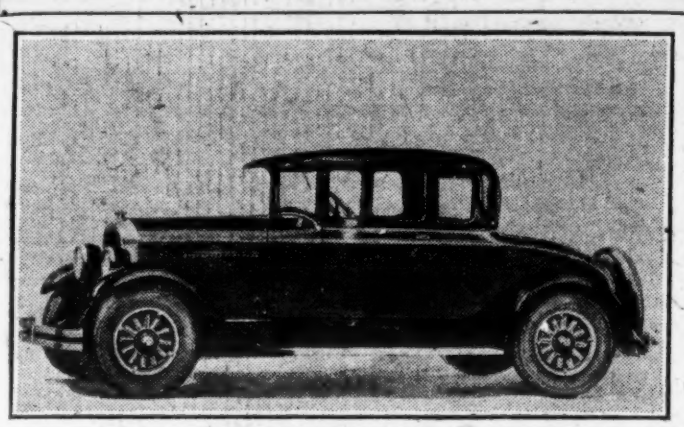
Cooling system—Honeycomb radiator with nickel or chromium-plated shell; ball bearing centrifugal pump; thermostatic temperature control; annular bearing fan; capacity of system, 4 gallons.

Electrical equipment — 6-volt, single unit, thermostatic control generator; 111 ampere-hour Willard storage battery; manual gear-shift starting motor; 21 c. p., tilt ray, double filament head lamps; 3 c. p. cowl lights; instrument board and tail light in series, with 3 c. p. lamps; motor-driven horn.

Single-disc clutch and standard transmission are in unit with the engine. Front axle, Reo made, one-piece, I-beam forging, reverse Elliott type, tapered roller bearings at wheel; rear axle, Reo made, semi-floating type; gear ratios supplied, 4.58 to 1 and 4.25 to 1; spiral bevel gear and pinion; pinion shaft on annular bearings; tapered roller bearings in wheels; torque and drive through rear springs, Hotchkiss type; tubular one-piece propeller shaft; four-wheel Lockheed internal type hydraulic brakes; hand-operated emergency brake on transmission; cam and lever steering gear; artillery type wheels; 30x6.20 balloon tires; silico-manganese or chrome - vanadium springs, semi-elliptic, front 37x2 inches, rear 55x2 inches; frame, pressed steel, 6 inches depth, 2 inches width; pressure-gun chassis lubrication.

Standard equipment furnished: Automatic windshield cleaner, vacuum type; hydrostatic gasoline gauge, speedometer, ammeter and oil pressure gauge on instrument panel; bumpers, front and rear; hydraulic shock absorbers, front and rear; locking type tire carrier. A one-piece windshield, opening outward, is a feature. The interior of the car is fitted with every convenience, from rear view mirror to vanity and smoking set.

REO FLYING CLOUD SPORT COUPE, with auxiliary rear seat, is fully equipped and finished in a distinctive color scheme which makes use of double striping on body panels and window reveals.



Motor Output Set High Mark in 1926

(Continued from Page 1)

tually in use in United States, 3,501,000.

The automotive industry is far below the "saturation point," in the opinion of officials. It was pointed out that the motor "graveyard," into which annually goes thousands of cars completely wrecked in accidents alone, means a gigantic expenditure to meet replacements. Thousands of other cars go to the scrap heap, due to normal wear and tear, these two important factors being sufficient to absorb a heavy production.

On the other hand, many motorists use cars a comparatively short time, trading them in on new machines. This has created a great used car traffic, one of the important problems faced by the automobile dealer, not only in the United States but abroad.

Export business in automobiles was marked by a reduction in foreign shipments of passenger cars, amounting to about $20,000,000. On the other hand sales of trucks abroad increased more than $10,000,000 during the year. Truck exports have shown a steady increase since the war, the value in 1926 having been considerably more than double that of 1924.

Commerce statistics show that about 21,000,000 passenger machines and 2,500,000 trucks are in operation in the United States.

If production in other countries showed the same percentage of increase as in the United States there are estimated to be 30,000,000 passenger cars and trucks in operation in the world, exceeding the registration of January 1, 1926, by 5,000,000.

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